

|                   |         |             |   |             |   |               |           |
|-------------------|---------|-------------|---|-------------|---|---------------|-----------|
| <b>Rep Order#</b> | 6831503 | <b>Ver#</b> | 7 | <b>Mod#</b> | 2 | <b>Status</b> | Confirmed |
| <b>EC'd</b>       | Yes     |             |   |             |   |               |           |

Traffic Order#

Printed: 09/12/2012 10:45 AM

1 of 8

**Last Received:** 09/12/2012 12:05 AM  
**Showing Buylines:** All Lines

|                   |                           |
|-------------------|---------------------------|
| <b>Station</b>    | WOOD-TV GRAND RAPIDS, MI. |
| <b>Advertiser</b> | ( ) DETROIT INTL BRIDGE   |
| <b>Product</b>    | order                     |
| <b>Estimate#</b>  | C01C07                    |
| <b>Buyer</b>      | Sarah Linden              |
| <b>Phone#</b>     |                           |
| <b>Fax#</b>       |                           |

**Agency** ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** DIBC/ORDR/C01C07  
**Flight Dates** 10/01/2012 - 10/07/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON  
  
**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

--- CONTRACT COMMENT ---

DETROIT INT. BRIDGE CO 2012 SC=\*

| LT  | Ln          | Day   | Time   | Program    | Len  | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-------------|-------|--------|------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | ---         | ----- | -----  | -----      | ---- | -----    | -----       | -----      | -----      | -----       | -----      | -----   |
|     | 1           | M     | 12P-1P | NEWS       | :30  | \$450.00 | 10/01-10/01 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.6 |       |        |            |      |          |             |            |            |             |            |         |
|     | 2           | TU    | 12P-1P | NEWS       | :30  | \$450.00 | 10/02-10/02 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.6 |       |        |            |      |          |             |            |            |             |            |         |
|     | 3           | W     | 12P-1P | NEWS       | :30  | \$450.00 | 10/03-10/03 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.6 |       |        |            |      |          |             |            |            |             |            |         |
|     | 4           | TH    | 12P-1P | NEWS       | :30  | \$450.00 | 10/04-10/04 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.6 |       |        |            |      |          |             |            |            |             |            |         |
|     | 5           | F     | 12P-1P | NEWS       | :30  | \$450.00 | 10/05-10/05 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.6 |       |        |            |      |          |             |            |            |             |            |         |
|     | 6           | TU    | 2P-3P  | RACHEL RAY | :30  | \$100.00 | 10/02-10/02 | 1          | 1          | 1           | \$100.00   |         |
|     | Rating: 1.2 |       |        |            |      |          |             |            |            |             |            |         |
|     | 7           | W     | 2P-3P  | RACHEL RAY | :30  | \$100.00 | 10/03-10/03 | 1          | 1          | 1           | \$100.00   |         |
|     | Rating: 1.2 |       |        |            |      |          |             |            |            |             |            |         |
|     | 8           | TH    | 2P-3P  | RACHEL RAY | :30  | \$100.00 | 10/04-10/04 | 1          | 1          | 1           | \$100.00   |         |
|     | Rating: 1.2 |       |        |            |      |          |             |            |            |             |            |         |
|     | 9           | F     | 2P-3P  | RACHEL RAY | :30  | \$100.00 | 10/05-10/05 | 1          | 1          | 1           | \$100.00   |         |
|     | Rating: 1.2 |       |        |            |      |          |             |            |            |             |            |         |
|     | 10          | M     | 3P-4P  | DR OZ      | :30  | \$100.00 | 10/01-10/01 | 1          | 1          | 1           | \$100.00   |         |
|     | Rating: 1.5 |       |        |            |      |          |             |            |            |             |            |         |











Station WOOD-TV GRAND RAPIDS, MI.

Advertiser ( ) DETROIT INTL BRIDGE

Product order

Estimate# C01C07

Buyer Sarah Linden

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/C01C07

Flight Dates 10/01/2012 - 10/07/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

| LT  | Ln  | Day   | Time     | Program              | Len  | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|-----|-------|----------|----------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| ---   | --- | ----- | -----    | -----                | ---- | -----      | -----       | -----      | ----       | -----       | -----      | -----   |
|   | 65  | F     | 730P-8P  | ACCESS HOLLYWD       | :30  | \$250.00   | 10/05-10/05 | 1          | 1          | 1           | \$250.00   |         |
| Rating: 2.3   |     |       |          |                      |      |            |             |            |            |             |            |         |
|   | 66  | F     | 10P-11P  | DATELINE             | :30  | \$300.00   | 10/05-10/05 | 0          | 0          | 0           | \$0.00     |         |
| Rating: 2.4   |     |       |          |                      |      |            |             |            |            |             |            |         |
|   | 67  | SA    | 8P-11P   | DATELINE             | :30  | \$250.00   | 10/06-10/06 | 0          | 0          | 0           | \$0.00     |         |
| Rating: 1.9   |     |       |          |                      |      |            |             |            |            |             |            |         |
|   | 68  | SU    | 7P-8P    | DATELINE             | :30  | \$700.00   | 10/07-10/07 | 0          | 0          | 0           | \$0.00     |         |
| Rating: 11.7  |     |       |          |                      |      |            |             |            |            |             |            |         |
| Buyline Comment: SEE MG ON LINE 70                  |     |       |          |                      |      |            |             |            |            |             |            |         |
|   | 69  | SU    | 8P-9P    | HARRY S LAW          | :30  | \$1,000.00 | 10/07-10/07 | 0          | 0          | 0           | \$0.00     |         |
| Rating: 12.2  |     |       |          |                      |      |            |             |            |            |             |            |         |
| Buyline Comment: SEE MG ON LINE 71                  |     |       |          |                      |      |            |             |            |            |             |            |         |
|   | 70  | SU    | 7P-8P    | FTBALL NIGHT IN AMER | :30  | \$700.00   | 10/07-10/07 | 1          | 1          | 1           | \$700.00   |         |
| Rating: 11.7  |     |       |          |                      |      |            |             |            |            |             |            |         |
| Buyline Comment: MG FOR LINE 68 TO REFLECT PRGM CHA |     |       |          |                      |      |            |             |            |            |             |            |         |
|   | 71  | SU    | 8P-1130P | SUN NIGHT FOOTBALL   | :30  | \$1,000.00 | 10/07-10/07 | 1          | 1          | 1           | \$1,000.00 |         |
| Rating: 12.2  |     |       |          |                      |      |            |             |            |            |             |            |         |
| Buyline Comment: MG FOR LINE 69 TO REFLECT PRGM CHA |     |       |          |                      |      |            |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 71 / \$32,675.00

---SALES MONTHLY TOTALS---

Oct 12: 71 / \$32,675.00

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Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

Sales Totals: 71 / \$32,675.00  
Station Totals: 71 / \$32,675.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |      |    |      |     |      |     |      |     |      |    |
|---------------|----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$81,688 | CATV | 0% | WOOD | 40% | WOTV | 0%  | WWMT | 30% | WXMI | 0% |
|               |          | WXSP | 0% | WZPX | 0%  | WZZM | 30% |      |     |      |    |

---COMPETITIVE COMMENTS---

SHARES EST

|       |       |
|-------|-------|
| Books | NOV11 |
| Demos | RA35+ |

--- CREDIT RISK ---

CASH IN ADVANCE